

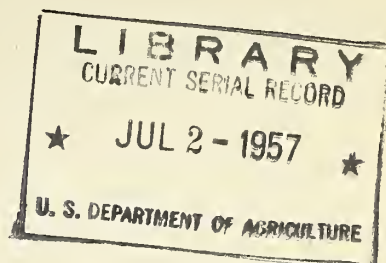
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Consumer Purchases of SELECTED FRUITS AND JUICES

BY REGIONS AND RETAIL OUTLETS
JANUARY- MARCH 1957



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
WASHINGTON, D. C.
JUNE 1957

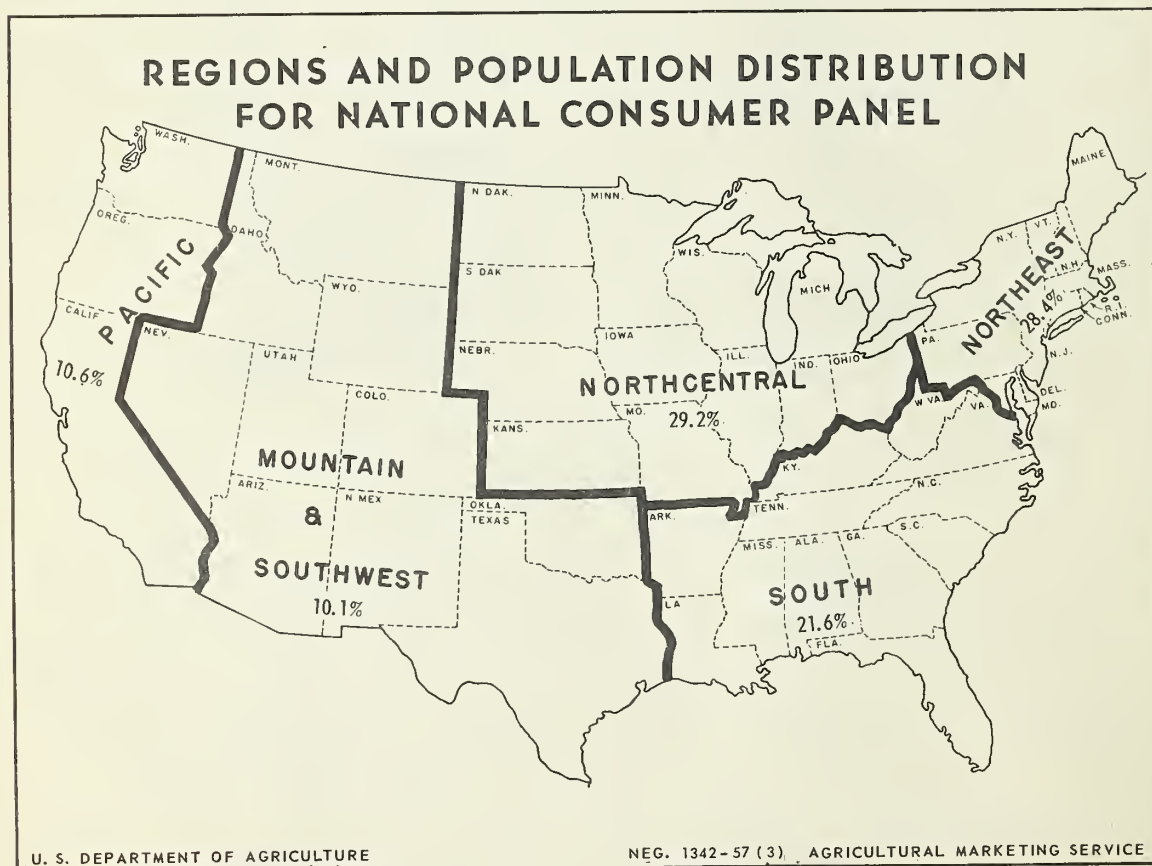
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FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
BY REGIONS AND RETAIL OUTLETS, JANUARY-MARCH 1957

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hospitals, hotels, or other institutional outlets.

SUMMARY

Householders during January-March 1957 purchased about the same quantity of frozen concentrated juices as in January-March 1956. Slightly larger purchases of frozen concentrated orange juice were offset by smaller purchases of other frozen concentrated juices. Regionally, smaller purchases of frozen concentrated juices were reported in the Northeast and Pacific while larger purchases were made by householders in other regions.

Compared with January-March 1956, householders' purchases of frozen concentrate for lemonade were up about 26 percent with only the South showing smaller purchases. Shelf-pack concentrate for orangeade was purchased in substantially smaller volume while canned single-strength orangeade purchases were up from January-March 1956.

Householders purchased slightly more canned single-strength juices during January-March 1957 than in the corresponding 3-month period of 1956. Householders, however, bought less of the two major single-strength citrus juices--orange and grapefruit--than a year earlier.

Fresh citrus fruit--oranges, grapefruit, lemons, and tangerines--were purchased in smaller volume by United States householders during January-March 1957 than in January-March 1956. Regionally, oranges were purchased in larger volume than a year earlier in the Mountain-Southwest and lemons in the Pacific region. Otherwise, purchases of each of the citrus fruits for which data are obtained were smaller than a year earlier. Prices paid for oranges were practically unchanged from a year earlier but were higher for grapefruit, lemons, and tangerines.

Frozen Juices, Refrigerated Juices, and Aides: Consumer buying of frozen concentrated orange juice during January-March 1957 was up from the preceding quarter and slightly larger than in January-March 1956. Purchases were larger than a year earlier in all regions except the Northeast and Pacific where slightly lower purchases were reported. Despite larger total purchases by the Nation's householders, per capita purchases were slightly below the level reported in January-March 1956 (table 1).

The quantity of frozen concentrated orange juice purchased in independent food stores during January-March 1957 was down from a year earlier. This decline was offset by substantially larger purchases in regional chains. The quantity bought in national chain food outlets was practically unchanged from

January-March 1956. Prices paid for frozen concentrated orange juice during January-March 1957 were down fractionally from the corresponding period of 1956 (table 2).

Household consumers bought a slightly larger volume of frozen concentrated grapefruit juice during January-March 1957 than in the preceding quarter. The Northeast provided the largest household market for frozen concentrated grapefruit juice but per capita purchases were highest in the Pacific region during January-March 1957. Data for the corresponding period a year earlier are not available (table 6).

Consumers bought about 664,000 gallons of frozen concentrate for lemonade during the 3-month period, January-March 1957. This was a slightly smaller purchase volume than in the preceding quarter, but 26 percent larger than in January-March 1956. Relatively large increases in purchases were reported in all regions except the South where purchases were slightly lower than in January-March a year earlier. Per capita purchases of lemonade were lower in the South than in any other region (table 3).

Despite a 26 percent increase in total purchases of frozen concentrate for lemonade during January-March 1957 compared with a year earlier, a smaller volume was bought in national chain food outlets. Purchases in both regional chain and independent food stores were substantially higher than in January-March 1956. Prices paid for frozen concentrate for lemonade were fractionally lower than in January-March 1956 (table 4).

Householders bought about 5.6 million gallons of chilled orange juice during January-March 1957, a 27 percent larger volume than in October-December 1956. About 60 percent of the total volume purchased was bought by householders in the Northeast and almost 50 percent of the total was purchased from outlets other than regular grocery stores. Householders paid about 35.3 cents a quart for chilled orange juice or about 14 cents more than for the frozen concentrated orange juice required for the same volume of single-strength juice (table 6).

Consumer purchases of canned single-strength orangeade during January-March 1957 although down slightly from the preceding quarter were moderately larger than in the same period of 1956. Regionally purchases were larger than in January-March 1956 in the Northeast, North Central, and Pacific regions while lower in the South and Mountain-Southwest. Householders in the North Central region accounted for about 36 percent of the total volume purchased during January-March 1957. On a per capita basis, however, purchases in the Mountain-Southwest were slightly larger than in the North Central region.

Purchases of single-strength orangeade were up substantially from a year earlier in independent food stores and slightly higher in regional chain food outlets. National chain food outlets which accounted for 35 percent of total household purchases of this product as late as January-March 1954 accounted for only 19 percent in January-March 1957.

Prices paid by householders for canned single-strength orangeade during January-March 1957 were practically unchanged from a year earlier (table 5).

Shelf-pack concentrate for orangeade was purchased in smaller volume during January-March 1957 than in the 3-month period a year earlier. As was the case for single-strength orangeade, householders in the North Central region reported the largest total purchases of shelf-pack concentrate for orangeade, accounting for 64 percent of all purchases. There was little change from a year earlier in price paid for shelf-pack concentrate for orangeade (table 6).

Householders total purchases of frozen concentrated orangeade--38,000 gallons--and shelf-pack concentrate for lemonade--21,000 gallons--during January-March 1957 were too small to permit analysis by region or type of outlet.

Canned Fruit and Juices: Household consumer purchases of canned single-strength orange juice during January-March 1957 were up slightly from the preceding quarter but down about 12 percent from January-March 1956. Lower purchases than a year earlier were reported in all geographic regions. Despite a 16 percent drop in volume purchased, the South continued to lead other regions in total as well as per capita purchases of canned orange juice. United States householders during the 3-month period January-March 1957 purchased about 8 ounces of canned single-strength orange juice per capita compared with about 9 ounces in January-March 1956 (table 7).

Although householders bought less orange juice during January-March 1957 than in January-March 1956, they increased their purchases in regional chain food stores. Purchases in national chain and independent food stores and other outlets were well below those reported during January-March 1956. Prices paid averaged 34.5 cents a 46-ounce can, about 1.5 cents higher than in January-March 1956. Regionally, prices paid ranged from a low of about 33 cents in the South to a high of about 39 cents a 46-ounce can in the Pacific (table 8).

Canned single-strength grapefruit juice purchases in January-March 1957 were about 16 percent smaller than in January-March 1956. Purchase volumes were below the same quarter a year earlier in all regions except the Mountain-Southwest where purchases rose about 9 percent. This region had the highest per capita purchases during January-March 1957. Prices paid for grapefruit juice during January-March 1957 averaged about 3 cents higher per 46-ounce can than in January-March 1956 (table 10).

Independent food stores accounted for the same volume of canned grapefruit juice purchases during January-March 1957 as in the corresponding 3-month period of 1956. Purchases in both national and regional chain food outlets, however, were considerably below purchases a year earlier (table 11).

Householders' purchases of single-strength lemon juice, although small compared to orange and grapefruit juices, increased in January-March 1957 compared with the corresponding period in 1956. Despite this increase in

total purchases, however, consumers bought less lemon juice in national chain food outlets during January-March 1957 than in the same period a year earlier. There was a 41 percent increase in the volume bought in regional chains and a 29 percent increase in volume bought in independent food stores. Prices paid by consumers for lemon juice during January-March 1957 were practically unchanged from a year earlier (table 12).

Prune juice purchases during January-March 1957 were about 10 percent greater than in the preceding quarter and slightly above those reported in January-March 1956. Purchases were almost unchanged or higher than in January-March 1956 in all regions except the South where purchases were down about 7 percent.

Householders in the Northeast region bought about the same volume of prune juice as during January-March 1956, accounting for about 52 percent of total United States purchases. Per capita purchases in the Northeast during January-March 1957 were more than double those in the second ranking region, the Mountain-Southwest.

Increased purchases of prune juice in regional food chains and "other" outlets more than offset smaller volumes purchased in independent food stores and national chain food outlets.

Prices paid by householders for prune juice during January-March 1957 were fractionally higher than in the corresponding quarter of 1956 (table 12).

Tomato juice purchases constituted about $\frac{1}{4}$ of the total volume of single-strength juice bought by householders during January-March 1957. Purchases of tomato juice were almost 10 percent larger than in January-March 1956. Larger purchases than a year earlier were reported in all regions except the Southern and Mountain-Southwestern where they were down slightly. Per capita purchases continued to be highest in the Pacific region and lowest in the South.

Householders reported about the same volume of tomato juice purchases in national chain and independent food stores as in January-March 1956 but a substantially larger volume in regional chain outlets. Consumers paid an average of 27.5 cents for a 46-ounce can of tomato juice during January-March 1957--practically unchanged from a year earlier (table 12).

Consumer purchases of canned grapefruit sections during January-March 1957 were smaller than in October-December 1956. Larger purchases than in the preceding quarter were reported only in the Pacific region. Prices paid were unchanged from October-December 1956. Purchase data for the corresponding period a year earlier are not available (table 12).

Fresh Fruit: About 9.3 million boxes of fresh oranges were purchased by householders during January-March 1957, an 8 percent drop in purchases compared with January-March 1956. Purchases of both California-Arizona and Florida oranges lagged behind. Oranges unidentified as to origin by purchasers

were bought in practically the same volume as a year earlier while Texas oranges were purchased in larger volume (table 13). Smaller total purchases than in January-March 1956 were reported in all regions except the Mountain-Southwest where increased purchases of Texas oranges more than offset smaller purchases of oranges from other producing areas (table 14).

Householders bought a larger volume of fresh oranges in regional chain food stores during January-March 1957 than in the same period a year earlier. This increase, however, was more than offset by smaller purchases in both national chain and independent food stores (table 16).

Consumers paid slightly higher prices for California-Arizona oranges during January-March 1957 than in the corresponding quarter a year earlier. Prices paid for Florida oranges and oranges unidentified as to origin were slightly lower from January-March 1956 in all regions except the Pacific.

Household consumers bought about 7.4 million boxes of fresh grapefruit during January-March 1957--up seasonally from the preceding quarter but down about 10 percent from January-March 1956. Purchases were smaller than in January-March 1956 in all regions with the greatest percentage decline reported in the Northeast and South. Although prices paid averaged higher than a year earlier only in the Northeast and North Central, the United States average price was about 3 cents higher per dozen than in January-March 1956 (table 19).

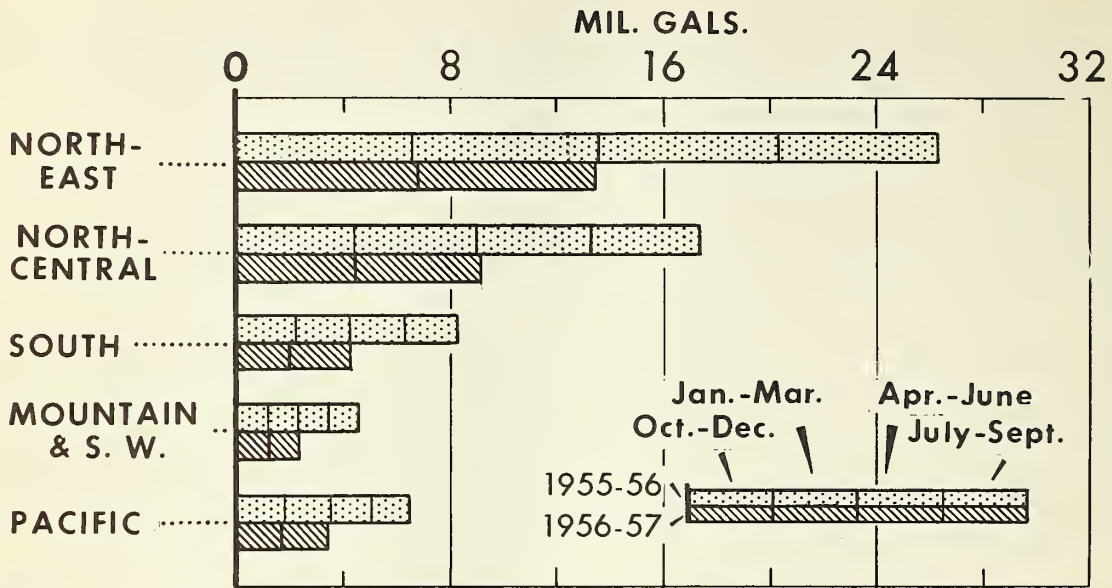
The volume of grapefruit bought in regional chain food outlets during January-March 1957 was almost unchanged from a year earlier but smaller purchases were made in other types of retail food outlets (table 21).

Householders in all regions except the Pacific reported smaller purchases of fresh lemons during January-March 1957 than in the corresponding quarter of 1956. Increased purchases in the Pacific region, however, failed to offset decreases in other regions and total purchases were about 6 percent below January-March 1956. Per capita purchases of lemons continued highest in the South.

Prices paid by householders for fresh lemons during January-March 1957 averaged about 2 cents higher per dozen than in January-March 1956 (table 23).

Fresh tangerine purchases during January-March 1957 were down about 23 percent from January-March 1956--lower in all geographic regions (table 25). Householders reported smaller purchases than in January-March 1956 in each of the major types of retail food outlets. Prices paid for tangerines averaged slightly higher during January-March 1957 than in the same months in 1956 (table 26).

FROZEN CONCENTRATED ORANGE JUICE PURCHASES BY REGIONS



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

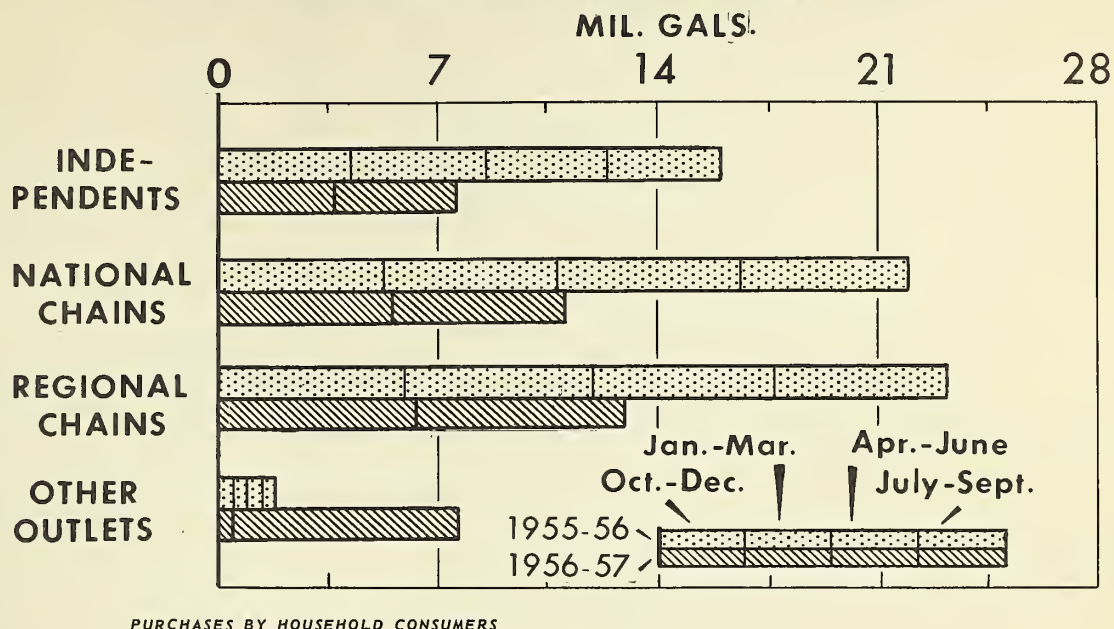
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Figure 1

Table 1.--Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

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WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3884-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1955-56												
October-December.....	4,262	5,251	5,907	15,822	17.7	15.9	16.4	16.6	17.8	20.2	19.1	19.2
January-March.....	4,272	5,580	6,064	16,394	18.0	15.8	16.3	16.7	18.2	20.9	19.9	19.9
April-June.....	3,867	5,799	5,755	15,876	18.1	15.5	16.1	16.5	17.7	21.6	20.3	20.1
July-September.....	3,631	5,331	5,471	14,865	18.6	16.3	17.0	17.2	17.2	21.1	19.6	19.5
Total.....	16,032	21,961	23,197	62,957								
1956-57												
October-December.....	3,756	5,532	6,275	15,911	18.1	16.1	16.4	16.8	17.8	22.0	20.8	20.4
January-March.....	3,852	5,529	6,724	16,522	17.4	15.4	15.6	16.1	18.3	22.8	22.0	21.3
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

Table 3.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1955-56												
October-December.....	593	142	142	88	100	121	14.1	14.7	14.6	14.8	14.0	13.3
January-March.....	528	111	148	63	92	114	14.7	14.8	15.2	15.0	15.3	13.8
April-June.....	3,118	979	1,092	307	375	365	13.7	14.1	13.9	14.4	13.9	12.3
July-September.....	4,627	1,632	1,394	419	430	752	13.2	13.7	13.3	14.2	13.5	11.9
Total.....	8,866	2,864	2,776	877	997	1,352						
1956-57												
October-December.....	718	180	203	71	92	172	13.8	14.9	13.4	14.8	15.4	12.5
January-March.....	664	160	201	62	104	137	14.1	15.1	13.8	14.8	15.9	12.2
April-June.....												
July-September.....												
Total.....												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1955-56												
October-December.....	15.5	13.3	17.4	16.3	16.6	14.6	3.7	3.2	3.1	2.3	6.1	7.6
January-March.....	14.3	12.4	16.9	13.0	14.7	13.9	3.3	2.5	3.2	1.6	5.4	7.2
April-June.....	18.1	17.2	19.3	17.7	17.9	17.9	19.2	22.2	23.7	7.8	22.3	22.8
July-September.....	19.6	18.0	22.1	18.4	18.1	20.5	28.6	37.0	30.3	10.9	26.5	45.1
1956-57												
October-December.....	15.3	14.6	18.5	15.9	12.7	15.2	4.4	4.0	4.4	1.8	5.5	10.3
January-March.....	16.1	15.0	18.6	14.0	13.6	17.6	4.0	3.6	4.3	1.6	6.2	8.1
April-June.....												
July-September.....												
Total.....												

Table 4.--Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent grocer-	National chains	Regional chains	All retail outlets	Independent grocer-	National chains	Regional chains	All retail outlets	Independent grocer-	National chains	Regional chains	All retail outlets
	ies				ies				ies			
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1955-56												
October-December.....	131	211	210	593	15.2	13.8	13.3	14.1	14.4	16.1	15.0	15.5
January-March.....	137	186	164	528	16.8	14.2	14.0	14.7	12.5	14.2	14.6	14.3
April-June.....	792	1,013	1,240	3,118	14.9	13.1	13.2	13.7	16.1	18.4	18.9	18.1
July-September.....	1,027	1,493	2,019	4,627	14.6	12.8	12.7	13.2	16.9	20.6	20.8	19.6
Total.....	2,087	2,903	3,633	8,866								
1956-57												
October-December.....	146	250	282	718	15.5	13.6	13.1	13.8	13.8	16.3	14.9	15.3
January-March.....	173	181	271	664	15.7	13.5	13.2	14.1	14.9	14.9	16.7	16.1
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 5.--Canned single-strength orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
1955-56									
October-December.....	1,071	150	343	298	159	121	335	330	372
January-March.....	1,277	181	418	341	197	140	467	310	470
April-June.....	1,758	278	612	437	230	201	628	433	657
July-September.....	1,981	264	700	465	257	295	786	421	755
1956-57									
October-December.....	1,428	185	535	378	179	151	534	323	561
January-March.....	1,353	204	481	331	190	147	586	255	489
April-June.....									
July-September.....									
Average price per 46-ounce can									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1955-56									
October-December.....	27.7	27.6	28.3	27.8	26.8	27.3	28.2	26.9	27.8
January-March.....	27.9	28.7	28.0	28.2	26.9	27.6	28.2	27.1	28.1
April-June.....	26.8	27.3	26.4	27.2	26.9	26.3	27.2	26.4	26.7
July-September.....	26.2	27.3	26.0	27.5	25.9	24.7	25.8	25.7	25.7
1956-57									
October-December.....	27.4	28.7	27.0	28.1	27.1	26.6	27.7	27.7	26.8
January-March.....	27.5	27.6	27.0	28.0	27.6	27.8	27.4	27.9	27.5
April-June.....									
July-September.....									
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1955-56									
October-December.....	63.2	58.7	67.3	60.4	62.9	64.5	66.5	61.3	61.9
January-March.....	65.3	58.8	69.2	62.2	67.5	65.9	69.2	64.3	62.5
April-June.....	72.3	62.3	78.2	65.9	71.3	83.5	75.0	71.8	70.0
July-September.....	74.2	62.5	82.0	67.0	68.9	85.8	76.2	74.1	72.4
1956-57									
October-December.....	71.4	63.9	78.9	68.4	63.9	74.7	71.7	65.9	75.0
January-March.....	71.1	67.1	76.2	68.7	67.8	71.8	74.0	64.1	71.8
April-June.....									
July-September.....									
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
1955-56									
October-December.....	6.6	3.4	7.5	7.7	9.7	7.6			
January-March.....	7.9	4.1	9.1	8.8	11.6	8.8			
April-June.....	10.8	6.3	13.3	11.1	13.7	12.5			
July-September.....	12.3	6.0	15.2	12.1	15.8	17.7			
1956-57									
October-December.....	8.8	4.1	11.5	9.8	10.8	9.1			
January-March.....	8.2	4.5	10.3	8.5	11.3	8.7			
April-June.....									
July-September.....									

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 6.--Chilled and frozen juices, and concentrated ade: Consumer purchases, average price paid, average size of purchase, and purchase per 1,000 capita, United States by regions and type of retail outlets, January-March 1957

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		North-east	North Central	South	Mountain-Southwest	Pacific	Indepen- dent groceries	National chains	Regional chains
		1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons
Frozen concentrated grapefruit juice.....	272	121	52	2/	2/	56	62	104	84
Chilled orange juice.....	5,570	3,319	1,318	679	146	108	1,346	584	964
Concentrated shelf-pack orangeade.....	272	2/	174	2/	38	38	130	52	83
Average price per can 3/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Frozen concentrated grapefruit juice.....	14.1	14.0	14.9	2/	2/	13.9	15.7	13.4	14.5
Chilled orange juice.....	35.3	34.1	36.1	35.5	35.1	45.3	35.1	28.2	32.8
Concentrated shelf-pack orangeade.....	16.9	2/	17.1	2/	16.3	17.1	17.3	16.5	16.8
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Frozen concentrated grapefruit juice.....	15.9	16.9	13.7	2/	2/	17.8	11.7	17.1	14.7
Chilled orange juice.....	38.5	39.0	39.9	38.6	37.3	29.1	35.5	43.6	39.6
Concentrated shelf-pack orangeade.....	16.5	2/	16.9	2/	18.6	14.7	18.4	19.0	13.2
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons			
Frozen concentrated grapefruit juice.....	1.7	2.7	1.1	2/	2/	3.3			
Chilled orange juice.....	33.9	73.8	28.1	17.5	8.7	6.4			
Concentrated shelf-pack orangeade.....	1.7	2/	3.7	2/	2.3	2.3			

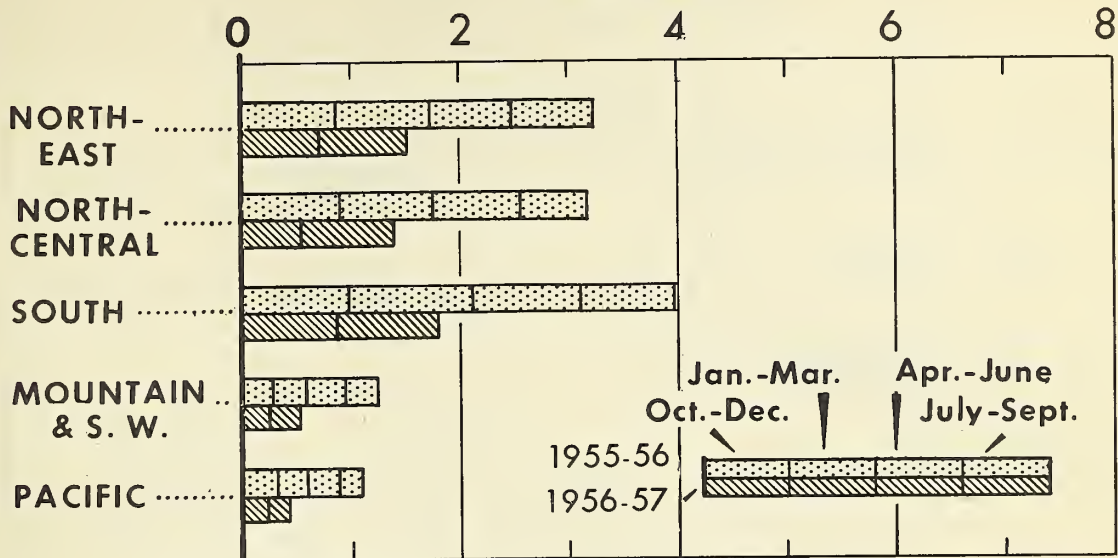
1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets, and fruit stands are not shown.

2/ Too few purchases reported for analysis.

3/ Six-ounce can, except chilled orange juice, per equivalent quart.

CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES *



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3885-57 (5) AGRICULTURAL MARKETING SERVICE

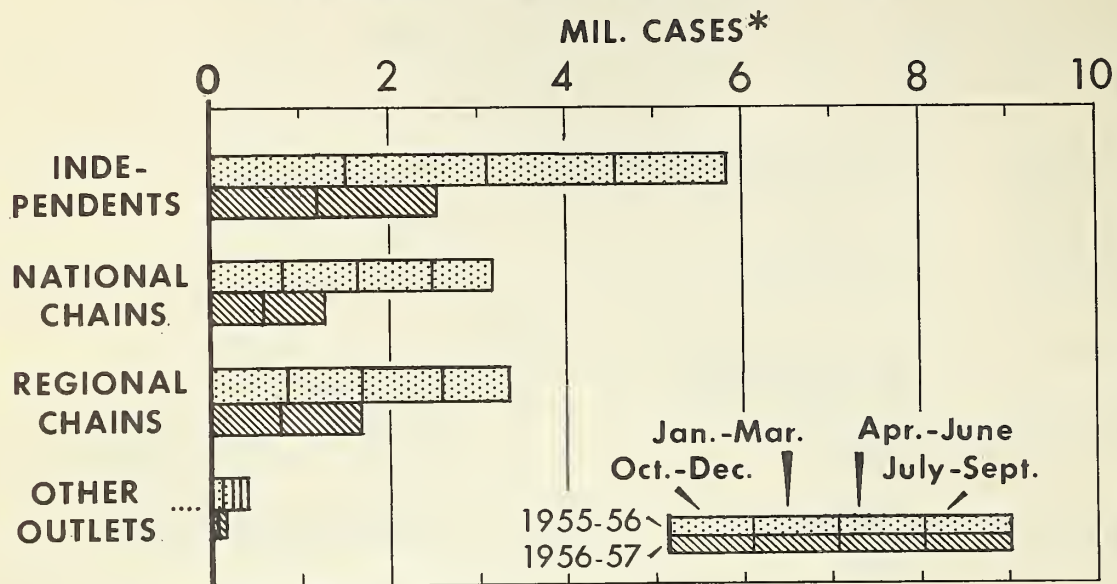
Figure 3

Table 7.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1955-56												
October-December.....	3,351	840	892	992	284	343	32.7	31.8	32.6	31.2	34.9	35.7
January-March.....	3,450	854	863	1,118	338	277	33.1	31.7	33.3	31.9	34.9	37.2
April-June.....	3,195	793	832	991	323	256	34.1	32.0	34.0	33.1	36.8	38.2
July-September.....	2,755	724	598	890	313	230	35.8	35.3	36.6	34.2	37.4	39.5
Total.....	12,751	3,211	3,185	3,991	1,258	1,106						
1956-57												
October-December.....	2,631	714	590	848	253	226	36.4	35.8	37.2	34.7	38.7	39.6
January-March.....	3,032	799	808	937	285	203	34.5	34.1	34.5	33.1	36.3	39.3
April-June.....												
July-September.....												
Total.....												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1955-56												
October-December.....	55.3	56.8	54.9	56.0	53.9	53.4	20.8	19.0	19.4	25.6	17.4	21.6
January-March.....	54.7	56.2	57.6	53.6	55.0	49.5	21.4	19.4	18.8	29.0	19.9	17.4
April-June.....	54.3	54.9	61.5	52.4	52.9	47.7	19.7	18.0	18.0	25.3	19.2	16.0
July-September.....	52.5	54.6	53.4	51.7	51.8	50.1	17.1	16.4	13.0	23.1	19.3	13.8
1956-57												
October-December.....	52.0	55.8	52.8	52.5	46.7	47.8	16.1	15.9	12.7	21.9	15.3	13.6
January-March.....	54.8	58.3	56.0	55.2	50.9	47.6	18.4	17.8	17.2	24.2	17.0	12.0
April-June.....												
July-September.....												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3886-57 (5) AGRICULTURAL MARKETING SERVICE

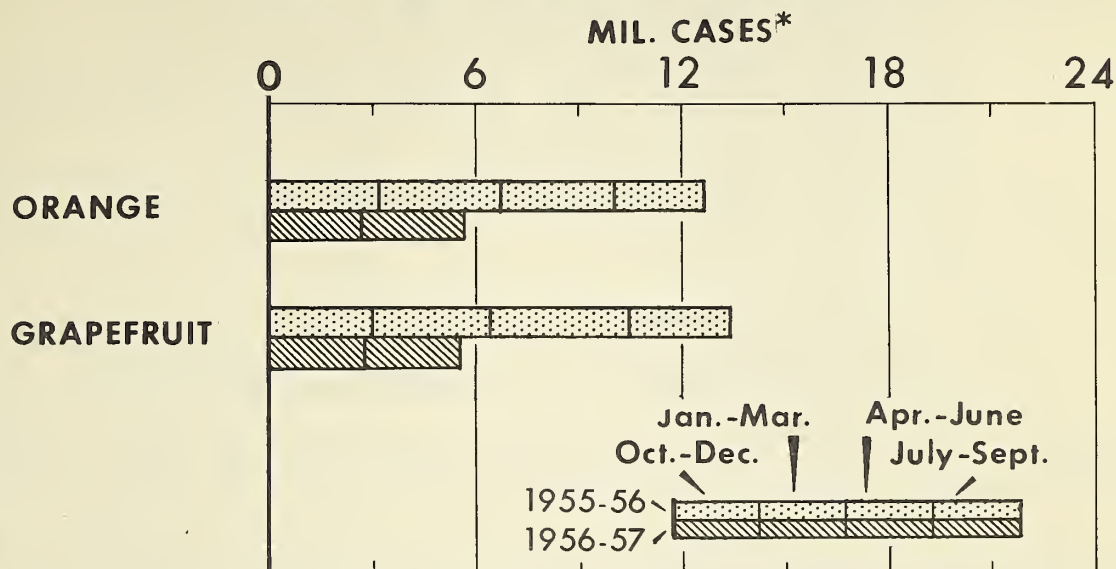
Figure 4

Table 8.--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1955-56												
October-December.....	1,523	812	894	3,351	33.9	30.8	31.8	32.7	54.9	56.4	55.6	55.3
January-March.....	1,627	862	864	3,450	34.7	30.4	32.2	33.1	54.0	57.5	54.5	54.7
April-June.....	1,427	816	857	3,195	35.8	31.5	33.2	34.1	53.7	57.2	52.9	54.3
July-September.....	1,272	660	754	2,755	36.7	34.2	35.6	35.8	52.4	54.7	50.8	52.5
Total.....	5,849	3,150	3,369	12,751								
1956-57												
October-December.....	1,189	570	797	2,631	37.6	34.7	35.6	36.4	50.6	56.7	51.7	52.0
January-March.....	1,347	698	904	3,032	35.9	32.6	33.6	34.5	54.3	60.7	52.1	54.3
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3887-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 9.--Canned citrus juices: Consumer purchases by quarters, October-December 1955 to date

Period	Orange		Grapefruit	
	1956-57	1955-56	1956-57	1955-56
	cases 1/	cases 1/	cases 1/	cases 1/
October-December.....	2,631	3,351	2,663	3,059
January-March.....	3,032	3,450	2,852	3,380
April-June.....		3,195		3,931
July-September.....		2,755		3,040
Total.....		12,751		13,410

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 10.--Canned single-strength grapefruit juice: Consumer purchases average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1955-56												
October-December.....	3,059	795	801	641	369	453	25.3	24.6	25.4	24.2	26.1	26.3
January-March.....	3,380	874	979	725	403	399	24.9	23.8	24.5	23.6	26.6	27.0
April-June.....	3,931	1,133	1,135	720	482	461	24.5	23.3	23.8	23.3	26.2	26.9
July-September.....	3,040	851	790	588	408	403	26.7	26.0	26.9	25.3	27.6	28.0
Total.....	13,410	3,653	3,705	2,674	1,662	1,716						
1956-57												
October-December.....	2,663	692	761	482	397	331	28.2	26.9	28.2	26.8	29.7	29.9
January-March.....	2,852	767	761	586	440	298	28.0	27.5	27.8	27.5	28.2	29.5
April-June.....												
July-September.....												
Total.....												
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1955-56												
October-December.....	63.7	63.8	66.1	62.4	62.2	63.5	19.0	18.0	17.4	16.5	22.5	28.6
January-March.....	65.8	62.8	72.3	67.5	62.3	62.7	21.0	19.9	21.3	18.8	23.8	25.0
April-June.....	66.9	64.0	75.3	64.5	63.8	66.0	24.2	25.7	24.6	18.3	28.7	28.7
July-September.....	62.1	61.1	64.5	59.3	62.3	64.3	18.8	19.3	17.2	15.3	25.2	24.2
1956-57												
October-December.....	61.4	62.6	62.8	56.8	63.6	61.9	16.3	15.5	16.4	12.5	23.9	19.9
January-March.....	63.6	59.2	68.2	61.6	67.1	63.1	17.4	17.0	16.2	15.2	26.2	17.7
April-June.....												
July-September.....												
Total.....												

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 11.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent grocer-	National chains	Regional chains	All retail outlets	Independent grocer-	National chains	Regional chains	All retail outlets	Independent grocer-	National chains	Regional chains	All retail outlets
	ies			1/	ies			1/	ies			1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1955-56												
October-December.....	1,047	1,133	844	3,059	27.3	23.8	24.6	25.3	57.9	69.5	65.1	63.7
January-March.....	1,053	1,272	1,018	3,380	26.8	23.2	24.7	24.9	60.9	72.7	64.7	65.8
April-June.....	1,288	1,357	1,242	3,931	26.7	22.7	23.8	24.5	62.0	74.1	66.8	66.9
July-September.....	1,005	1,034	976	3,040	28.6	25.0	26.1	26.7	56.1	71.2	62.1	62.1
Total.....	4,393	4,796	4,080	13,410								
1956-57												
October-December.....	981	802	854	2,663	29.9	26.6	27.5	28.2	56.0	68.0	64.2	61.4
January-March.....	1,053	887	870	2,852	29.7	26.3	27.3	28.0	59.3	74.5	61.4	63.6
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 12.--Canned single-strength juices and fruit: Consumer purchases, average price paid, average size of purchase, and purchase per 1,000 capita, United States by regions and type of retail outlets, January-March 1957

Item	Consumer purchases									
	United States	Region					Retail outlet 1/			
		North-east	North Central	South	Mountain-Southwest	Pacific	Independ- dent groceries	National chains	Regional chains	
		1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
Canned single-strength juices:										
Orange.....	3,032	799	808	937	285	203	1,347	698	904	
Grapefruit.....	2,852	767	761	586	440	298	1,053	887	870	
Lemon.....	142	46	53	3/	12	21	44	36	61	
Prune.....	2,280	1,191	422	283	214	170	607	560	1,071	
Tomato.....	6,092	2,197	1,606	752	587	950	1,791	1,576	2,619	
All single-strength juices 4/.....	24,692	9,626	5,816	3,657	2,425	3,168	7,804	6,383	10,072	
Canned grapefruit sections.....	859	301	276	78	62	142	265	325	266	
Average price per can 5/										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	
Canned single-strength juices:										
Orange.....	34.5	34.1	34.5	33.1	36.3	39.3	35.9	32.6	33.6	
Grapefruit.....	28.0	27.5	27.8	27.5	28.2	29.5	29.7	26.3	27.3	
Lemon.....	12.4	11.9	13.3	3/	16.2	11.2	13.0	11.7	11.9	
Prune.....	32.9	31.0	34.9	33.3	35.4	32.9	35.2	32.2	31.7	
Tomato.....	27.5	29.0	28.1	30.0	29.1	23.1	29.0	26.7	26.8	
Canned grapefruit sections.....	18.3	17.5	18.0	18.4	19.0	19.1	19.7	17.2	18.1	
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	
Canned single-strength juices:										
Orange.....	54.8	58.3	56.0	55.2	50.9	47.6	54.3	60.7	52.1	
Grapefruit.....	63.6	59.2	68.2	61.6	67.1	63.1	59.3	74.5	61.4	
Lemon.....	14.3	15.4	17.5	3/	10.3	12.7	13.9	13.9	14.9	
Prune.....	39.9	40.2	38.7	37.0	45.2	39.6	36.4	39.4	43.0	
Tomato.....	57.1	53.2	60.1	49.7	53.2	69.9	54.3	58.9	58.1	
All single-strength juices 4/.....	51.4	49.9	52.7	49.2	50.7	55.4	50.2	53.1	51.3	
Canned grapefruit sections.....	36.8	34.1	36.5	42.8	40.6	37.3	36.6	39.5	34.2	
Purchases per 1,000 capita										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/				
Canned single-strength juices:										
Orange.....	18.4	17.8	17.2	24.2	17.0	12.0				
Grapefruit.....	17.4	17.0	16.2	15.2	26.2	17.7				
Lemon.....	0.9	1.0	1.1	3/	0.7	1.3				
Prune.....	13.9	26.5	9.0	7.3	12.7	10.1				
Tomato.....	37.1	48.8	34.3	19.4	34.9	56.3				
All single-strength juices 4/.....	150.3	214.0	124.0	94.5	144.2	187.9				
Canned grapefruit sections.....	5.2	6.7	5.9	2.0	3.7	8.4				

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets, and fruit stands are not shown.

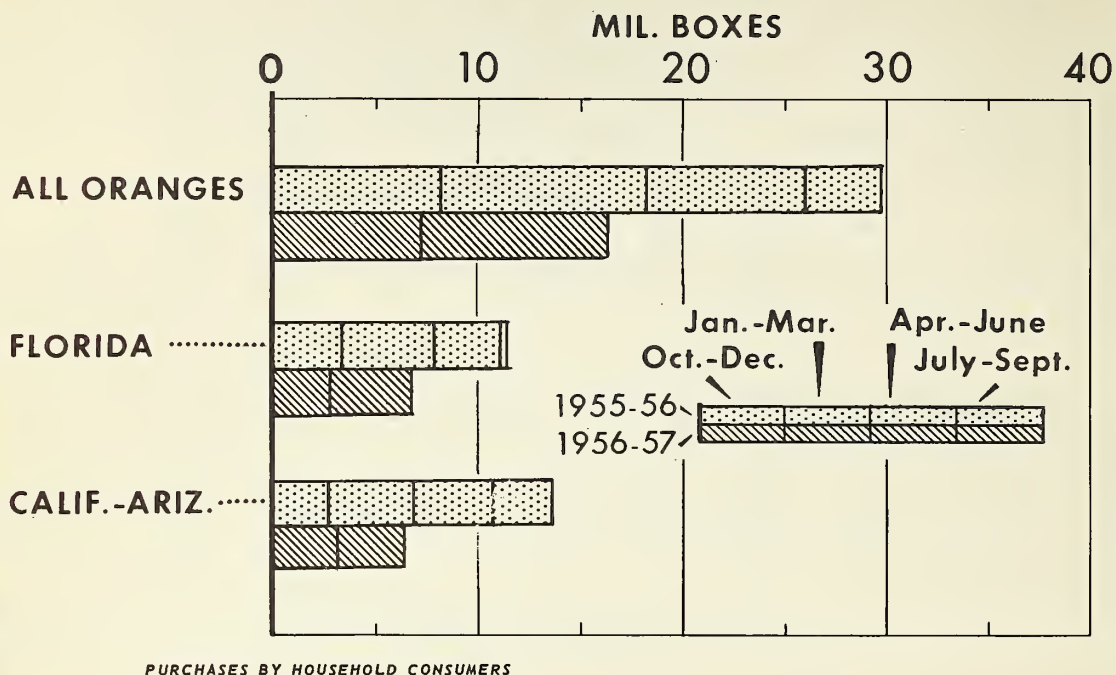
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Too few purchases reported for analysis.

4/ Includes purchases of other miscellaneous canned single-strength juice.

5/ 46-ounce can, except lemon juice, 5½-ounce can; prune juice, 32-ounce bottle and grapefruit sections, net weight 1 pound (No. 303 can).

CONSUMER PURCHASES OF ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3888-57 (5) AGRICULTURAL MARKETING SERVICE

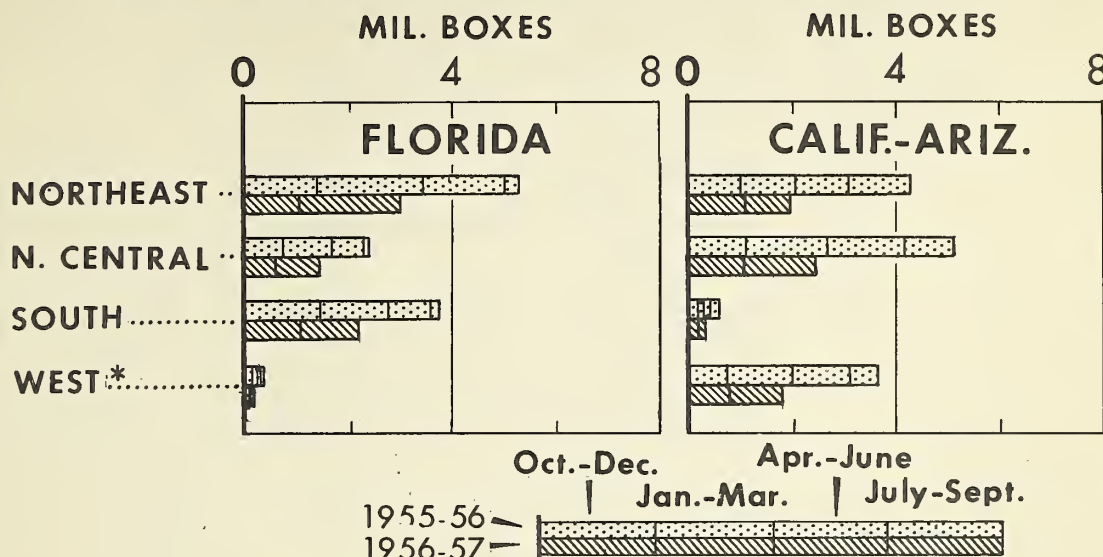
Figure 6

Table 13.--Oranges: Consumer purchases, by quarters, October-December 1955 to date

Period	All oranges ^{1/}	Florida	California-Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1955-56				
October-December.....	8,020	3,618	2,953	1,150
January-March.....	10,146	4,452	3,991	1,420
April-June.....	7,875	3,067	3,735	1,001
July-September.....	3,834	502	2,836	456
Total.....	29,875	11,639	13,515	4,027
1956-57				
October-December.....	7,068	2,750	3,024	1,059
January-March.....	9,337	4,019	3,431	1,395
April-June.....				
July-September.....				
Total.....				

^{1/} Includes small quantities of oranges from other States which are not included as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



* INCLUDES MOUNTAIN-SOUTHWEST AND PACIFIC REGIONS
PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3889-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 14.--Oranges: Consumer purchases, United States and regions, by quarters, October-December 1955 to date

State of origin and period	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida												
October-December.....	2,750	3,618	1,001	1,377	592	702	1,068	1,425	76	93	1/	21
January-March.....	4,019	4,452	1,940	2,028	849	990	1,164	1,333	53	90	1/	1/
April-June.....		3,067		1,582		584		822		75		1/
July-September.....		502		268		73		145		1/		1/
Total.....		11,639		5,255		2,349		3,725		273		37
California-Arizona												
October-December.....	3,024	2,953	1,055	994	1,070	1,072	155	153	223	242	521	492
January-March.....	3,431	3,991	898	1,046	1,365	1,583	151	122	305	341	712	899
April-June.....		3,735		1,038		1,470		120		331		776
July-September.....		2,836		1,171		974		158		172		361
Total.....		13,515		4,249		5,099		553		1,086		2,528
All oranges 2/												
October-December.....	7,068	8,020	2,345	2,669	1,925	2,119	1,603	2,009	535	610	660	613
January-March.....	9,337	10,146	3,291	3,508	2,690	2,961	1,686	1,819	777	744	893	1,114
April-June.....		7,875		2,922		2,317		1,136		544		956
July-September.....		3,834		1,591		1,160		389		254		440
Total.....		29,875		10,690		8,557		5,353		2,152		3,123

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

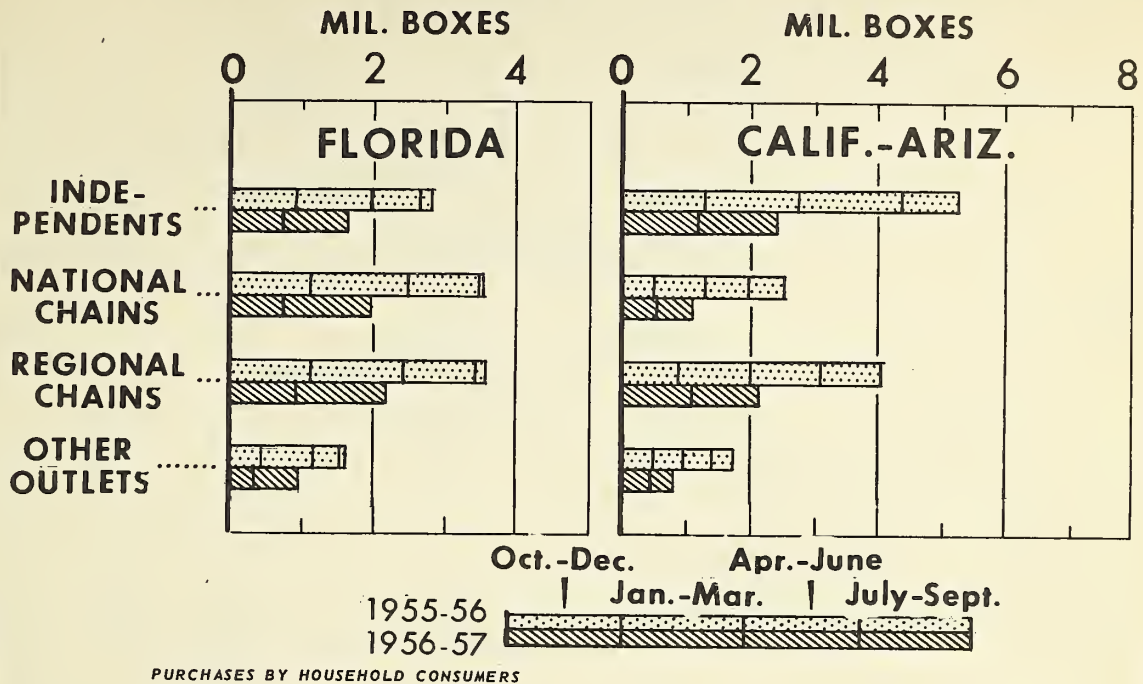
Table 15.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December.....	34.0	33.6	40.4	38.4	34.7	34.6	29.7	29.6	37.9	38.9	1/	48.3
January-March.....	37.9	39.0	43.0	44.5	39.1	41.3	31.6	32.0	38.7	41.4	1/	41.1
April-June.....		44.0		48.5		45.5		36.7		46.2		1/
July-September.....		48.5		53.4		45.1		43.0		1/		1/
California-Arizona												
October-December.....	48.1	47.9	53.4	52.5	48.8	48.8	42.4	38.4	55.3	54.2	40.5	41.6
January-March.....	51.5	48.5	62.4	58.1	52.6	50.1	41.8	43.3	55.0	50.8	43.4	41.1
April-June.....		53.9		65.3		53.7		48.4		60.4		45.0
July-September.....		44.1		46.3		43.2		46.7		53.4		37.3
All oranges 2/												
October-December.....	40.8	39.7	47.0	44.3	43.9	42.8	32.0	31.1	43.3	42.7	40.0	41.3
January-March.....	43.0	43.3	49.2	49.5	46.0	46.4	33.0	33.7	39.9	43.4	43.1	40.4
April-June.....		49.8		55.8		51.6		38.6		55.4		44.8
July-September.....		44.5		47.5		43.3		44.6		52.3		37.2
Average size of purchase												
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December.....	16.2	15.7	13.6	13.9	15.6	14.8	18.8	18.2	15.1	12.7	1/	9.7
January-March.....	14.2	13.8	13.2	12.5	14.5	14.4	15.4	15.4	13.3	11.8	1/	1/
April-June.....		12.7		12.1		12.8		13.6		12.1		1/
July-September.....		11.7		11.8		13.8		11.2		1/		1/
California-Arizona												
October-December.....	12.5	12.2	11.8	11.4	12.2	11.8	13.3	14.4	10.7	11.0	14.4	13.7
January-March.....	11.5	11.7	9.7	9.5	11.5	11.5	12.9	12.5	10.6	11.5	13.3	13.6
April-June.....		11.1		9.2		11.3		11.5		9.9		13.0
July-September.....		13.2		13.7		13.4		11.2		10.0		14.7
All oranges 2/												
October-December.....	14.0	13.7	12.5	12.6	13.2	12.9	16.7	16.6	12.8	12.4	14.6	13.6
January-March.....	12.9	12.5	11.6	11.0	12.8	12.3	14.4	14.1	13.4	12.3	13.3	13.6
April-June.....		11.6		10.5		11.7		12.8		10.2		13.0
July-September.....		13.1		13.3		13.4		11.3		10.2		15.2
Purchases per 1,000 capita												
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December.....	16.9	22.4	22.4	31.1	12.8	15.3	27.6	36.8	4.6	5.7	1/	1.3
January-March.....	24.5	26.5	43.1	44.3	18.1	20.7	30.1	33.2	3.2	5.1	1/	1/
April-June.....		18.9		35.9		12.7		20.9		4.5		1/
July-September.....		3.1		6.1		1.6		3.8		1/		1/
California-Arizona												
October-December.....	18.5	18.3	23.6	22.5	23.1	23.3	4.0	3.9	13.5	14.8	31.3	31.1
January-March.....	20.9	24.7	20.0	23.8	29.1	34.5	3.9	3.2	18.1	20.1	42.2	56.4
April-June.....		23.0		23.6		31.9		3.1		19.7		48.4
July-September.....		17.5		26.5		21.2		4.1		10.6		21.7
All oranges 2/												
October-December.....	43.3	49.7	52.5	60.4	41.5	46.1	41.4	51.8	32.3	37.3	39.7	38.7
January-March.....	56.9	61.5	73.2	77.7	57.4	63.4	43.5	45.6	46.2	43.0	52.9	69.5
April-June.....		48.5		66.4		50.3		29.0		32.4		59.6
July-September.....		23.7		36.0		25.3		10.2		15.7		26.4

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

WHERE CONSUMERS BUY ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3890 - 57 (5)

AGRICULTURAL MARKETING SERVICE

Figure 8

Table 16.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1955 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets 1/	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000-boxes
Florida								
October-December.....	717	945	761	1,124	913	1,114	2,750	3,618
January-March.....	921	1,033	1,216	1,380	1,290	1,311	4,019	4,452
April-June.....		716		989		997		3,067
July-September.....		169		76		177		502
Total.....		2,853		3,569		3,599		11,639
California-Arizona								
October-December.....	1,121	1,234	487	451	1,010	812	3,024	2,953
January-March.....	1,283	1,531	645	814	1,119	1,174	3,431	3,991
April-June.....		1,566		657		1,068		3,735
July-September.....		887		609		976		2,836
Total.....		5,218		2,531		4,030		13,515
All oranges 2/								
October-December.....	2,395	2,818	1,434	1,814	2,316	2,292	7,068	8,020
January-March.....	2,924	3,241	2,183	2,506	3,061	2,930	9,337	10,146
April-June.....		2,671		1,857		2,384		7,875
July-September.....		1,270		769		1,301		3,834
Total.....		10,000		6,946		8,907		29,875

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Includes Texas oranges and oranges not identified as to origin.

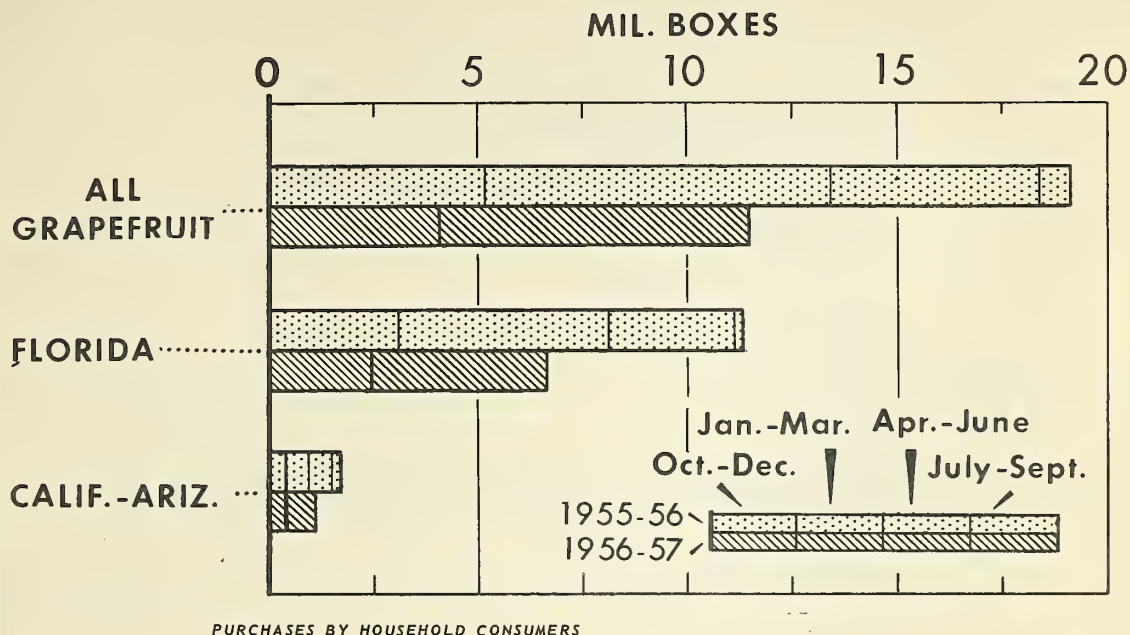
Table 17.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December.....	34.3	34.4	33.5	33.1	34.1	33.9	34.0	33.6
January-March.....	39.2	39.0	38.1	38.8	38.1	40.8	37.9	39.0
April-June.....		44.0		43.1		47.1		44.0
July-September.....		51.1		49.6		47.6		48.5
California-Arizona								
October-December.....	51.8	50.2	48.4	49.7	46.9	45.9	48.1	47.9
January-March.....	54.2	52.0	54.7	52.1	50.9	47.3	51.5	48.5
April-June.....		54.5		58.0		55.2		53.9
July-September.....		47.0		43.6		43.3		44.1
All oranges ^{2/}								
October-December.....	43.1	41.9	40.1	38.3	40.3	39.0	40.8	39.7
January-March.....	45.2	45.5	44.5	44.4	42.7	44.0	43.0	43.3
April-June.....		51.5		50.3		51.5		49.8
July-September.....		46.9		44.4		43.7		44.5
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December.....	15.5	15.6	15.7	15.1	15.5	14.9	16.2	15.7
January-March.....	13.0	12.5	14.3	14.1	13.6	12.5	14.2	13.8
April-June.....		11.6		13.7		11.8		12.7
July-September.....		10.9		11.4		11.6		11.7
California-Arizona								
October-December.....	11.5	11.5	12.4	11.5	12.7	12.4	12.5	12.2
January-March.....	10.9	10.9	10.8	11.1	11.4	11.5	11.5	11.7
April-June.....		10.8		10.3		10.8		11.1
July-September.....		11.8		14.4		13.6		13.2
All oranges ^{2/}								
October-December.....	13.1	13.0	13.7	13.4	13.7	13.4	14.0	13.7
January-March.....	11.9	11.4	12.5	12.3	12.7	11.8	12.9	12.5
April-June.....		10.8		11.6		11.2		11.6
July-September.....		11.9		13.8		13.3		13.1

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

CONSUMER PURCHASES OF GRAPEFRUIT



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3891-57 (5) AGRICULTURAL MARKETING SERVICE

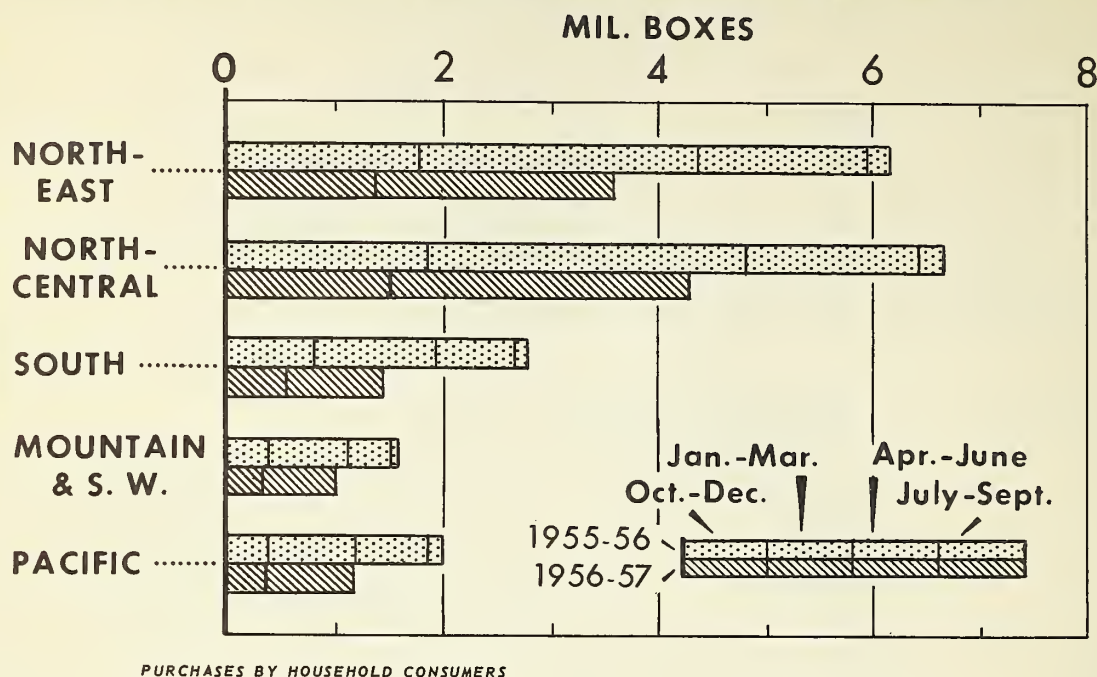
Figure 9

Table 18.--Grapefruit: Consumer purchases, by quarters, October-December 1955 to date

Period	All grapefruit ^{1/}	Florida	California- Arizona	Unidentified
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1955-1956				
October-December.....	5,165	3,012	315	1,403
January-March.....	8,205	5,110	567	1,715
April-June.....	5,041	3,034	540	1,287
July-September.....	731	217	254	243
Total.....	19,142	11,373	1,676	4,648
1956-1957				
October-December.....	4,076	2,438	348	945
January-March.....	7,416	4,221	726	1,320
April-June.....				
July-September.....				
Total.....				

^{1/} Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

GRAPEFRUIT PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3892-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 19.--Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1955 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida												
October-December.....	2,438	3,012	1,027	1,286	864	1,005	402	557	84	96	61	68
January-March.....	4,221	5,110	1,841	2,179	1,541	1,734	651	890	131	194	57	113
April-June.....		3,034		1,308		974		536		161		55
July-September.....		217		80		57		73		1/		1/
Total.....		11,373		4,853		3,770		2,056		455		239
California-Arizona												
October-December.....	348	315	37	85	44	50	1/	1/	37	24	211	137
January-March.....	726	567	1/	62	68	66	1/	1/	77	40	538	388
April-June.....		540		48		53		1/		49		377
July-September.....		254		59		51		1/		21		109
Total.....		1,676		254		220		57		134		1,011
All grapefruit 2/												
October-December.....	4,076	5,165	1,348	1,767	1,506	1,833	539	800	320	389	363	376
January-March.....	7,416	8,205	2,229	2,589	2,789	2,977	911	1,124	701	717	786	798
April-June.....		5,041		1,625		1,621		742		392		661
July-September.....		731		176		226		116		51		162
Total.....		19,142		6,157		6,657		2,782		1,549		1,997

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 20.--Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

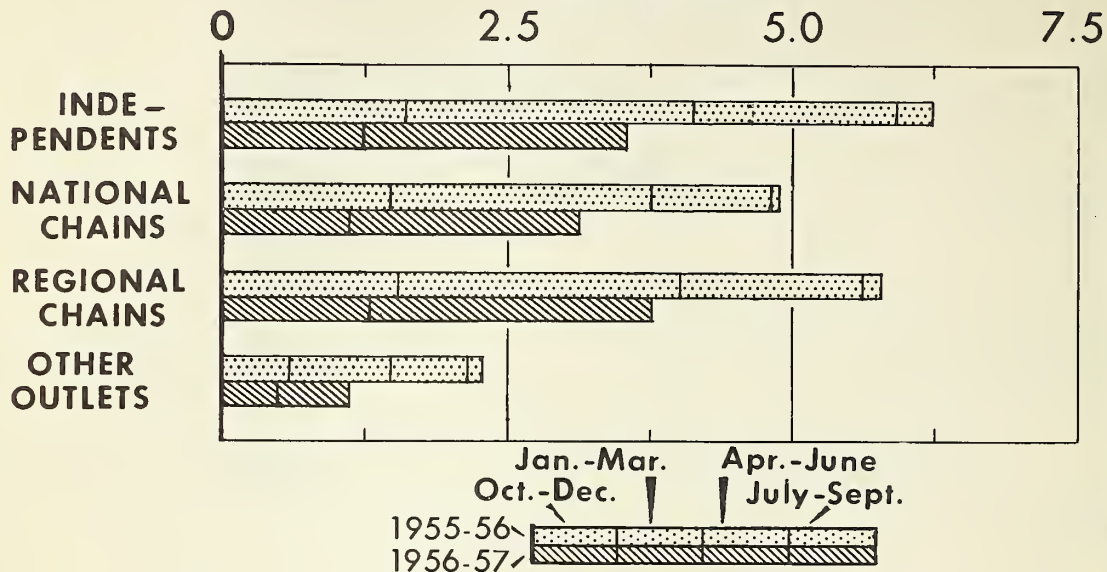
State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December.....	90.9	79.3	100.5	86.6	80.7	72.8	80.8	69.3	106.6	89.2	127.6	112.6
January-March.....	84.8	77.8	92.4	82.1	79.7	73.6	70.5	67.2	111.7	92.1	116.2	116.4
April-June.....		91.8		97.6		88.4		75.0		106.0		140.5
July-September.....		105.1		124.1		115.5		72.9		1/		1/
California-Arizona												
October-December.....	84.7	93.4	121.5	100.1	86.9	80.0	1/	1/	90.6	90.8	77.6	95.6
January-March.....	66.3	75.3	1/	97.4	66.4	70.8	1/	1/	60.4	70.6	65.7	74.3
April-June.....		79.1		116.8		87.6		1/		84.9		74.8
July-September.....		109.3		131.6		109.2		1/		135.7		94.7
All grapefruit 2/												
October-December.....	89.1	80.9	102.8	88.9	80.4	73.2	85.0	73.0	92.3	84.0	87.8	95.3
January-March.....	78.2	75.4	92.7	83.0	73.4	70.4	74.1	69.4	73.9	78.0	73.9	79.1
April-June.....		88.6		99.6		87.2		79.3		95.5		80.4
July-September.....		110.1		130.1		114.5		94.4		132.1		94.4
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October.....	5.2	5.2	4.6	4.5	6.1	6.1	5.8	5.9	4.7	4.9	3.2	3.5
January-March.....	5.6	5.6	5.0	5.1	6.3	6.3	6.4	6.2	5.1	5.2	3.8	4.1
April-June.....		4.9		4.5		5.3		5.7		4.8		3.4
July-September.....		4.9		4.0		4.5		7.1		1/		1/
California-Arizona												
October-December.....	5.6	4.5	3.4	4.3	5.6	5.9	1/	1/	7.1	5.0	5.9	4.4
January-March.....	6.9	5.6	1/	4.8	6.9	6.1	1/	1/	9.9	7.6	6.8	5.5
April-June.....		5.2		3.8		5.1		1/		5.6		5.3
July-September.....		4.1		3.4		4.1		1/		4.0		4.4
All grapefruit 2/												
October-December.....	5.2	5.1	4.3	4.3	6.1	6.0	5.3	5.5	5.8	5.4	4.8	4.3
January-March.....	6.0	5.7	4.9	4.9	6.6	6.4	5.9	5.9	7.2	6.3	6.1	5.4
April-June.....		5.0		4.3		5.3		5.4		5.1		5.2
July-September.....		4.4		3.7		4.5		5.3		4.1		4.4
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December.....	14.9	18.7	23.0	29.1	18.6	21.8	10.4	14.4	5.0	5.8	3.7	4.3
January-March.....	25.7	31.7	40.9	49.6	32.9	37.8	16.8	23.1	7.8	11.4	3.4	7.1
April-June.....		18.7		29.7		21.1		13.7		9.6		3.4
July-September.....		1.3		1.8		1.2		1.9		1/		1/
California-Arizona												
October-December.....	2.1	2.0	0.8	1.9	0.9	1.1	1/	1/	2.2	1.5	12.7	8.6
January-March.....	4.4	3.5	1/	1.4	1.4	1.4	1/	1/	4.6	2.4	31.9	24.3
April-June.....		3.3		1.1		1.2		1/		2.9		23.5
July-September.....		1.6		1.3		1.1		1/		1.3		6.5
All grapefruit 2/												
October-December.....	24.9	32.1	30.1	40.0	32.4	39.8	14.0	20.6	19.3	23.7	21.9	23.7
January-March.....	45.1	50.8	49.5	58.9	59.5	64.8	23.5	29.1	41.7	42.3	46.6	50.0
April-June.....		31.0		36.9		35.1		18.9		23.3		41.2
July-September.....		4.5		3.9		4.8		3.0		3.1		9.7

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

WHERE CONSUMERS BUY GRAPEFRUIT

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 13893-57¹ (5) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 21.--Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1955 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December.....	577	800	802	979	772	897	2,438	3,012
January-March.....	1,016	1,248	1,371	1,651	1,471	1,598	363	5,110
April-June.....		950		644		1,009		3,034
July-September.....		71		2/		52		217
Total.....		3,069		3,291		3,556		11,373
California-Arizona								
October-December.....	118	107	93	70	109	96	348	315
January-March.....	205	179	198	129	274	205	726	567
April-June.....		187		107		197		540
July-September.....		109		44		58		254
Total.....		582		350		556		1,676
All grapefruit ^{3/}								
October-December.....	1,207	1,598	1,106	1,453	1,299	1,528	4,076	5,165
January-March.....	2,318	2,506	2,000	2,305	2,455	2,495	7,416	8,205
April-June.....		1,795		1,043		1,575		5,041
July-September.....		310		91		164		731
Total.....		6,209		4,892		5,762		19,142

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.
^{2/} Too few purchases reported for analysis.
^{3/} Includes Texas grapefruit and grapefruit not identified as to origin.

Table 22.--Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

State of origin and period	Average price per dozen							
	Independent groceries		National chains		Regional chains		All retail outlets ^{1/}	
	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56	1956-57	1955-56
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December.....	103.1	85.2	82.8	74.6	92.9	81.5	90.9	79.3
January-March.....	96.2	86.0	78.0	71.4	85.8	81.3	84.8	77.8
April-June.....		96.8		90.1		95.7		91.8
July-September.....		121.6		<u>2/</u>		127.2		105.1
California-Arizona								
October-December.....	91.6	97.1	85.4	89.5	79.6	94.1	84.7	93.4
January-March.....	70.1	82.8	68.8	76.3	64.6	66.7	66.3	75.3
April-June.....		83.8		78.3		76.2		79.1
July-September.....		102.8		122.2		123.4		109.3
All grapefruit ^{3/}								
October-December.....	94.5	86.0	85.5	76.6	88.9	81.6	89.1	80.9
January-March.....	81.2	79.3	76.5	71.5	78.6	77.3	78.2	75.4
April-June.....		92.6		88.2		89.9		88.6
July-September.....		110.7		123.1		125.7		110.1
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December.....	4.6	4.8	5.8	5.6	4.7	4.7	5.2	5.2
January-March.....	4.9	4.9	6.3	6.2	5.3	5.0	5.6	5.6
April-June.....		4.6		5.0		4.6		4.9
July-September.....		4.0		<u>2/</u>		4.2		4.9
California-Arizona								
October-December.....	5.1	4.0	6.8	5.8	5.2	4.3	5.6	4.5
January-March.....	6.8	5.0	7.1	6.9	6.4	5.2	6.9	5.6
April-June.....		4.9		6.3		4.7		5.2
July-September.....		4.0		5.0		3.2		4.1
All grapefruit ^{3/}								
October-December.....	4.9	4.7	5.6	5.5	4.8	4.7	5.2	5.1
January-March.....	5.7	5.3	6.3	6.2	5.7	5.2	6.0	5.7
April-June.....		4.7		5.1		4.7		5.0
July-September.....		4.3		4.5		3.5		4.4

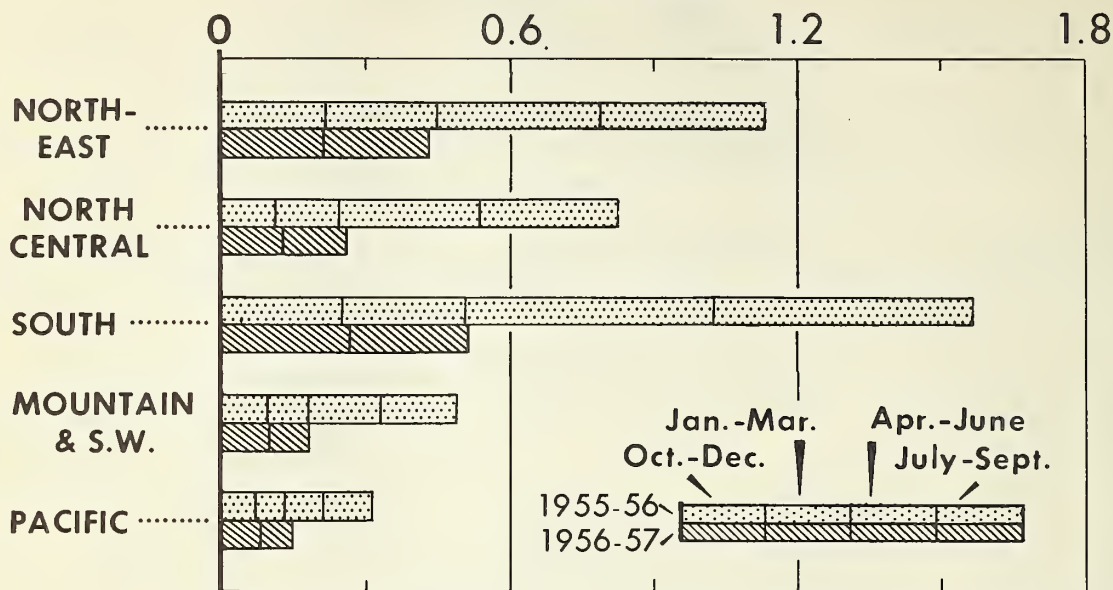
^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Too few purchases reported for analysis.

^{3/} Includes Texas grapefruit and grapefruit not identified as to origin

LEMON PURCHASES BY REGIONS

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

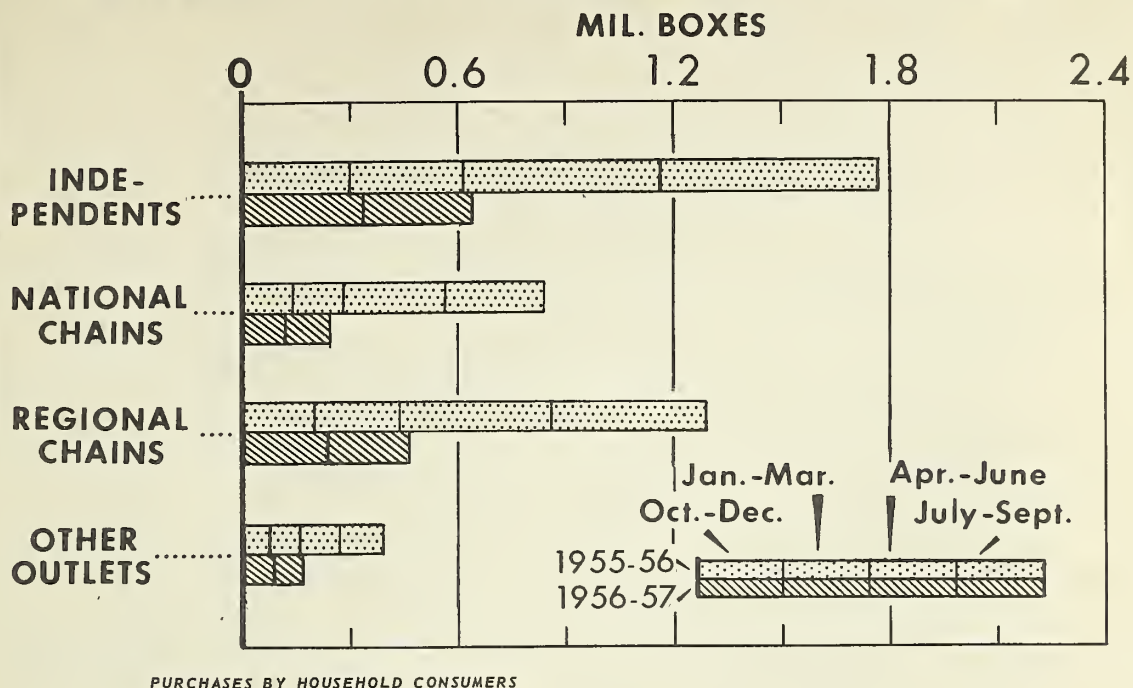
NEG. 3894-57 (5) AGRICULTURAL MARKETING SERVICE

Figure 12

Table 23.--Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions by quarters, October-December 1955 to date

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WHERE CONSUMERS BUY LEMONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3895-57 (5), AGRICULTURAL MARKETING SERVICE

Figure 13

Table 24.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1955-56												
October-December.....	298	135	202	713	45.1	47.3	47.1	45.6	6.2	5.8	6.2	6.2
January-March.....	316	143	237	779	45.9	48.0	47.0	46.2	6.0	5.5	6.0	5.9
April-June.....	551	290	428	1,384	41.7	42.9	42.5	42.2	7.2	7.1	7.4	7.2
July-September.....	598	280	431	1,427	43.7	47.7	45.6	44.8	7.6	7.1	7.4	7.4
Total.....	1,763	848	1,298	4,303								
1956-57												
October-December.....	337	117	239	774	45.3	52.6	49.1	47.0	6.6	5.6	6.2	6.4
January-March.....	303	126	225	734	47.3	53.7	48.7	48.2	6.2	5.5	6.1	6.1
April-June.....												
July-September.....												
Total.....												

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 25.--Tangerines: Consumer purchases, average prices paid, average size of purchase, and purchases per 1,000 capita, United States and regions, selected quarters 1955 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1955-56												
October-December.....	1,644	670	529	315	63	67	39.3	41.8	39.6	32.2	47.0	43.9
January-March.....	1,640	783	446	269	65	77	32.2	34.5	29.9	25.2	42.1	41.2
1956-57												
October-December.....	1,956	854	622	352	67	61	37.2	39.4	35.9	30.2	47.4	53.7
January-March.....	1,263	571	370	207	50	65	33.1	36.6	28.7	27.2	42.8	42.5
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1955-56												
October-December.....	11.8	10.4	12.8	15.5	8.7	9.7	10.2	15.2	11.5	8.1	3.9	4.2
January-March.....	12.5	11.3	14.2	15.1	9.9	10.4	10.2	17.8	9.7	7.0	3.8	4.8
1956-57												
October-December.....	11.9	11.1	13.1	13.9	8.8	8.7	12.0	19.1	13.4	9.1	4.0	3.7
January-March.....	12.4	11.5	14.3	14.2	9.6	9.7	7.7	12.7	7.9	5.3	3.0	3.9

Table 26.--Tangerines: Consumer purchases, average price paid and average size of purchase, United States by type of retail outlet, selected quarters 1955 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets	Independent groceries	National chains	Regional chains	All retail outlets
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1955-56												
October-December.....	530	404	481	1,644	41.2	38.8	39.0	39.3	11.8	11.5	11.2	11.8
January-March.....	509	397	471	1,640	35.9	29.2	31.3	32.2	11.8	13.0	12.3	12.5
1956-57												
October-December.....	577	492	644	1,956	39.0	36.0	36.9	37.2	11.9	11.9	11.7	11.9
January-March.....	399	234	421	1,263	34.4	32.1	32.6	33.1	12.0	12.7	12.4	12.4

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.